



TARGETING THE COMMUNITY IN 2005

When Target opened its first stores in 1962, it was with a strong commitment to support and empower the communities its stores serve. Today, that 43-year tradition is reflected in the Target grant-making program, through which Target Stores and its parent company, Target Corporation, give back more than \$2 million each week across America in education, the arts and social service programs.

Target believes in the power of partnerships with leading cultural institutions to foster creativity, promote learning and build stronger communities. Target is therefore proud to continue its partnership with the National Gallery of Art in Washington, DC, as sponsor of the *Gilbert Stuart* exhibition. Through this insightful exhibition, guests will experience early American history through 91 exceptional works by Gilbert Stuart.

In addition to its partnership with the National Gallery of Art for *Gilbert Stuart*, Target is a major sponsor of a broad range of cultural initiatives in both the visual and performing arts. Recent cultural partnerships include the five-year national touring exhibition *Chicano*, traveling to Chicago's Mexican Fine Arts Museum in June 2005; "Target Free Friday Nights" at The Museum of Modern Art in New York, which offers free admission to the newly redesigned museum from 4 to 8 p.m. every Friday; sponsorship of "Target Sundays at CAAM," which enables the California African American Museum to open one Sunday a month; sponsorship of the Kennedy Center's Millennium Stage performances in Washington, DC; and sponsorship of "Extreme Textiles: Designing for High Performance" at Cooper-Hewitt, National Design Museum, New York.

Like its cultural programs, the Target signature education and social service programs are designed to inspire and enlighten children and families. These national initiatives include: Take Charge of Education®, Ready. Sit. Read!, Start SomethingSM, Target House at St. Jude Children's Research Hospital, Target Volunteers and United Way.

- **Take Charge of Education®** is a school fundraising program which allows Target® Visa® and Target Card holders to designate up to 1 percent of their card purchases to the K-12 school of their choice. Other Target education programs include scholarships for students and grants in the areas of arts and reading. Since the start of the Take Charge of Education initiative in 1997, Target has given more than \$120 million to further education in the United States.
- **Ready. Sit. Read!** is dedicated to fostering a life-long love of reading in children. The program, signified by the Big Red Chair, focuses on children from birth to age 9, and was developed in partnership with the United States Department of Education.
- **Start SomethingSM** is a partnership between Target Stores and the Tiger Woods Foundation. Start Something helps kids ages 8-17 identify and achieve their dreams and build a set of core values that will guide them throughout life. Over 2 million kids have been touched by this character-building program.
- **St. Jude Children's Research Hospital** in Memphis, Tenn., specializes in the research and treatment of pediatric cancer and other catastrophic childhood illnesses. With a \$27-million commitment, Target helped build and expand **Target House**, a home-away-from-home where long-term patients can live with their families as they undergo treatment.
- **Target Volunteers** is a nationwide network of Target team member volunteers who annually donate more than 345,000 hours to more than 7,500 community-based projects.
- **United Way** is supported by Target locations nationwide. In 2003, Target team members contributed more than \$9.4 million.